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AFGHANISTAN

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FACT SHEET

AgFairs: Creating New Business Opportunities

OVERVIEW

Afghanistan's AgFairs – agricultural trade fairs – draw thousands of visitors from around the world and shine the spotlight on the country's pomegranates, grapes, dried fruit and nuts, cashmere, and other high-quality agricultural products. USAID organizes AgFairs in partnership with the Ministry of Agriculture, Irrigation and Livestock (MAIL) and other partners to build awareness of Afghanistan's agricultural sector, link buyers and sellers, and boost sales of Afghan products nationally and internationally. The AgFairs also serve as an opportunity to exchange ideas on how to improve agricultural production and agribusiness in Afghanistan and to demonstrate improved technologies and products. AgFairs are recognized as the largest and most important trade fairs in Afghanistan, catalyzing much-needed investment in the country's agriculture sector, facilitating trade, and introducing new technologies.

CURRENT ACTIVITIES

- Conducting AgFairs involving importers, exporters, wholesalers, retailers, producers, input suppliers, and service providers from throughout Afghanistan, as well as from the United States, China, Germany, India, Pakistan, Tajikistan, Turkey, Turkmenistan, and the United Arab Emirates
- Bringing together leading agribusiness representatives from Afghanistan and abroad, generating business deals and building international partnerships
- Assisting in the development of productivity centers to provide farmers, students, and government staff with insight into improved agricultural methods ranging from grape trellising and soil testing to cashmere harvesting and drip irrigation
- Hold AgFairs to promote Afghanistan's high-value crops and products ranging from pomegranates to cashmere

ACCOMPLISHMENTS

- Introduced 445,000 international and national participants to new technologies, improved methods of crop production, and expanded the opportunities available in Afghanistan's growing agricultural market
- Generated \$3 million in sales from business deals between participants of the AgFairs
- Organized the first AgFair in April 2007 and held ten additional fairs in Balkh, Hirat, Kunduz, and Kabul provinces